## REMARKS/ARGUMENTS

Favorable reconsideration of this application as presently amended and in light of the following discussion is respectfully requested.

Claims 1-21 and 23-42 are pending in the present application. Claims 1, 8, 12-14, 37 and 39 have been amended, and claims 43-58 have been canceled by the present amendment.

In the outstanding Office Action, the claims were rejected under/over a variety of references including Sloo, Sisley et al., Bushey et al. and Suzuki.

The present invention currently includes independent claims 1 and 8 (independent claims 37 and 39 have been amended to respectively depend on independent claims 1 and 8). Further, independent claim 8 has been amended to include subject matter similar to that recited in dependent claim 11 and to recite that each classification includes a plurality of codes for each classification such that the responding person need only select a respective code based on the collected customer sensitivity information, and that the display displays for each selected code the at least one behavioral pattern example, which includes specific language to be used by the responding person when responding to the customer. Independent claim 1 includes similar features in a varying scope.

In a non-limiting example, Figures 5A-5C illustrate classifying the sensitivity of the customer and each classification including a plurality of codes for each classification such that the responding person need only select a respective code based on the collected

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sensitivity information and Figure 6 illustrates a display displaying the at least one behavioral

pattern example, which includes a specific language to be used by the responding person

when responding to the customer for each selected code.  Thus, a responding person need

only select a respective code based on the collected customer sensitivity information from

the display and then specific language is provided to the responding person to be used by the

responding person when responding to the customer.

This is particular advantageous in that a company is able to standardize specific

language that is to be used when interfacing with customers.  This is even more so

advantageous in current societies in which a responding person may be in another country

and not speak the native language of the customer calling.  Thus, because the specific

language is provided according to the present invention, the responding person may easily

view this language and respond to the person in accordance with the company's standardized

language, rather than using her or her own language style in responding to the customer.  It is

also particularly advantageous for a person who may not be skilled in dealing with different

types of customers that are upset, friendly, etc., and thus may easily view the language used in

responding to the type of person which has been gathered via simply selecting one of the

codes in each respective classification.  Figure 6 illustrates a display including such features.

Regarding the subject matter recited in dependent claim 11, the Office Action applies

Sloo in view of Sisley and Bushey et al.  However, it respectively noted the applied references

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do not teach or suggest each classification including a plurality of codes for each

classification such that the responding person need only select a respective code based on the

collected customer sensitivity information, or a display displaying the at least one behavioral

pattern example, which includes specific language to be used by the responding person when

responding to the customer. In more detail, Sloo merely states in col. 13 that a

recommended best behavior is provided. There is no description in Sloo about the best

behavior including specific language to be used by the responding person. Rather, it appears

the best behavior in Sloo is directed to how a person should act, *e.g.*, be respectful, nice, etc.

On the contrary, the combination of the claimed elements of the present invention

allow a responding person to merely select a respective code based on the collected customer

sensitivity information and then be provided with specific language in responding to the

person.

Accordingly, in light of the above comments, it is respectively submitted independent

claims 1 and 8 and each of the claims depending therefrom are allowable.


## CONCLUSION

In view of the foregoing amendments and remarks, it is respectfully submitted that

the application is in condition for allowance. Favorable consideration and prompt allowance

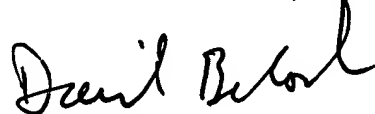are earnestly solicited. If the Examiner believes that any additional changes would place the

application in better condition for allowance, the Examiner is invited to contact the

undersigned attorney, **David A. Bilodeau**, at the telephone number listed below.

To the extent necessary, a petition for an extension of time under 37 C.F.R. 1.136 is

hereby made. Please charge any shortage in fees due in connection with the filing of this,

concurrent and future replies, including extension of time fees, to Deposit Account 16-0607

and please credit any excess fees to such deposit account.

Respectfully submitted,  
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